

CLAIMS

What is claimed is:

1. A method of accessing a multimedia advertisement linked with a video object in a video stream, the method comprising:

5 linking a multimedia advertisement to a video object in a video stream such that the advertisement is not displayed as part of the video stream without being accessed by a viewer of the video stream;

displaying the video object on a display; and

10 accessing, upon viewer request, the advertisement linked to the object while the object is displayed, thereby causing the advertisement to be displayed in a multimedia format on the display.

2. The method of claim 1, wherein the step of accessing the advertisement comprises pointing to the video object using a pointing device, and clicking on the video object.

15

3. The method of claim 1, further comprising delineating the video object before linking the advertisement to the video object such that the video object is selectable independently of any other video objects in the video stream.

20

4. The method of claim 1, wherein the advertisement comprises data and the method further comprises extracting at least a portion of the data in the displayed advertisement

after the advertisement is accessed, and placing the extracted data in a data file separate from the video stream.

5 5. The method of claim 1, wherein the video stream comprises a second
object linked to a second advertisement, the method further comprising preparing a summary of at
least the first and second advertisements.

10 6. The method of claim 5, further comprising selecting an advertisement from
the prepared summary, and extracting purchasing information from the advertisement to enable
the purchase of the video object linked to the advertisement.

15 7. The method of claim 1, further comprising preparing a summary of the
video stream comprising information, other than the advertisement, that is descriptive of the video
stream.

 8. The method of claim 1, further comprising extracting searchable
information from the displayed advertisement after the advertisement is accessed, and feeding the
searchable information into a search engine to perform a search.

20 9. The method of claim 1, further comprising bookmarking the displayed
advertisement to create a bookmark to the advertisement.

10. The method of claim 1, further comprising creating a user profile for the viewer indicating a type of advertisement of which the viewer wishes to be aware, and alerting the viewer when the object is linked to the indicated type of advertisement.

5

11. The method of claim 1, further comprising creating a user profile for the viewer indicating a type of advertisement to which the viewer wishes to have access, downloading the video stream before displaying the video object on the display, and only downloading the advertisement if the advertisement is of the indicated type.

10

12. A system for accessing a multimedia advertisement linked to a video stream comprising:

a video stream comprising a video object to be displayed;

a multimedia advertisement linked to the video object, the advertisement being

15 displayed only upon viewer request;

a display for displaying the video stream; and

means for accessing the advertisement while the object is displayed during the displaying of the video stream to cause the advertisement to be displayed in a multimedia format.

20

13. The system of claim 12, wherein the means for accessing the advertisement comprises a pointing device for selecting the video object.

14. The system of claim 12, wherein the advertisement comprises data, and the system further comprises means for extracting at least a portion of the data after the advertisement is accessed, and a data file separate from the video stream comprising the extracted data.

5

15. The system of claim 12, further comprising: a second object, a second advertisement linked to the second object, and a summary of at least the first and second advertisements.

10

16. The system of claim 12, wherein the advertisement comprises searchable information, and the system further comprises means for extracting the searchable information from the displayed advertisement after the advertisement is accessed, and means for feeding the searchable information into a search engine to perform a search.

15

17. The system of claim 12, further comprising means for bookmarking the displayed advertisement to create a bookmark to the advertisement.

18. The system of claim 12, further comprising a user profile for the viewer, indicating a type of advertisement of which the viewer wishes to be aware.

20

19. The system of claim 12, further comprising mean for preparing a summary of the video stream comprising information, other than the advertisement, that is descriptive of the video stream.